

# COURSE DESCRIPTION

No.	COUSE ID	COURSE NAME	Cr.	
1	BA003IU	BA003AU	Principles of Marketing	3
		BA003NS		
		BA003UH		
		BA003WE		
		BA030UN		
Description	<p>This course is an introduction to the field of marketing. In this course, the students will start to examine the most basic concepts in marketing – customer needs, wants, and demand in order to understand the marketplace. Next, main steps in designing a customer-driven marketing strategy are also explored. This course specially focuses on constructing an integrated marketing program that delivers superior value by using the marketing mix (the four Ps) – product/service design, pricing, distribution, and promotion. At last, other new contents of modern marketing, such as customer relationship management and partner relationship management are also briefly mentioned</p>			
2	BA005IU	BA005WE	Financial Accounting	3
		BA011UN		
		BA0005NS		
		BA005UH		
Description	<p>Financial accounting theory as applied to corporate form of business involving service and merchandising activities. Includes analysis and recording of business transactions and preparation of financial statements</p>			
3	BA006IU	BA006WE	Business Communication	3
		BA029UN		
Description	<p>This course gives student a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication. Most of the assignments are to be keyboarded</p>			

4	BA010IU	BA010UH	Managerial Accounting	3
		BA086UN		
	Description	The study of managerial accounting is on the use of internal information and decision-making. Students will gain an understanding of how managers use and analyze managerial accounting information in planning, controlling and decision-making. Major topics include managerial accounting terminology, job costing, process costing, cost behavior, cost analysis budgeting, and variance analysis. Accounting for decentralized operations, capital budgeting decisions, and ethical challenges in managerial accounting are also covered		
	Prerequisite courses	BA184IU	Financial Accounting	4
OR				
BA005IU		Financial Accounting	3	
OR				
	BA284IU	Financial Accounting 2	3	
5	BA016IU	BA016NS	Fundamental of Financial Management	3
		BA016UH		
		BA016WE		
		BA002UN		
	Description	A primary prerequisite to Corporate Finance, this course introduces financial principles that benefits to managers in operating business. Its content integrates both conceptual and mathematical information. The learning experience will include: an introduction to finance, time value of money and techniques of pricing of financial instruments such as bonds and stocks; evaluation of major projects; the relationship between risk and return; an introduction to Capital Asset Pricing Model (CAPM) and Portfolio theory; and cost of capital		
Prerequisite courses	BA184IU	Financial Accounting	4	
	OR			
	BA005IU	Financial Accounting	3	
	OR			
	BA284IU	Financial Accounting II	3	
6	BA018IU	Quality Management	3	
	Description	This course introduces the principles of quality management, with emphasis on cross functional problem solving; providing a basic understanding of the philosophy, conceptual frameworks and the tools of the Total Quality Management		
	Prerequisite courses	BA164IU	Production and Operations Management	3
7	BA020IU	Business Ethics	3	
	Description	In this course, students will learn how personal values, corporate values, legal and social dimensions and ethics influence the decision-making capacity of the managers within an organization. The student will become acquainted with the theoretical basis of business ethics and their roles in the social and corporate behavior of an organization. The student will learn the characteristics of ethical issues in business, have opportunities to be exposed to the complexity of ethical decision making in business organizations, and develop their analytical skills for resolving ethical issues		

8	<b>BA022IU</b>	<b>BA022WE</b>	<b>Logistic and Supply Chain Management</b>	<b>3</b>
	<b>Description</b>	This course discusses the characteristic elements of integrated business logistics and the role and application of logistic principles to supply/demand/value chain management; and presents the basic activities associated with logistics and supply chain management		
	<b>Prerequisite courses</b>	BA164IU	Production and Operations Management	3
9	<b>BA023IU</b>	<b>BA023WE</b>	<b>Project Management</b>	<b>3</b>
	<b>Description</b>	This course equips learners with information and tools to do financial appraisal and optimize decision making. It imparts basic knowledge and competencies required in project appraisal and financial management. Topics include theoretical, practical and case study approaches to the principles surrounding project finance incorporating: the environment surrounding approaches to project finance; the market for project finance; project characteristics; risk analysis and risk management; the role of an advisor in a project finance deal; valuing the project and project cash flow analysis; financing the deal; legal aspects of project finance and; credit risk in project finance transactions.		
	<b>Prerequisite courses</b>	BA123IU	Principles of Management	3
10	<b>BA027IU</b>	<b>BA027UN</b> <b>BA027WE</b>	<b>E - Commerce</b>	<b>3</b>
	<b>Description</b>	Recent advances in computer networking and technology, particularly the Internet, have accelerated the development of electronic commerce. This subject develops students' awareness of e-commerce issues and their understanding of the stakeholders, their capabilities and their limitations in the strategic convergence of technology and business. Topics include business models for e-commerce, security, legal and ethical issues. Students develop skills in identifying the advantages and disadvantages of the various electronic payment options, and complete computer-based activities on internet commerce		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
11	<b>BA032IU</b>	<b>BA032WE</b>	<b>Sales Management</b>	<b>3</b>
	<b>Description</b>	Sales Management focuses on professional selling skills, strategic planning and leadership management at sales function. The purpose of this course is to prepare students for the exciting challenges related to leading sales organizations in today's hyper-competitive global economy. The course emphasizes how firms manage their selling functions due to the impact of increased global competition, knowledge management technology, greater cultural diversity, and the importance of ethical responsibilities. Key topics of study include: coverage of culture and the global sales environment, analyzing customer and markets, the management of sales force's structure, coverage of sales leadership and ethics.		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
12	<b>BA035IU</b>		<b>Marketing Research</b>	<b>3</b>
	<b>Description</b>	Marketing Research course is based on a proactive approach to the management of marketing information and the application of that information to marketing decisions. At its best, marketing research can provide students with valuable insights concerning markets, customers, products, and business strategy. Done incorrectly, marketing research can provide the decision maker with a false sense of validity and integrity, leading to misguided and costly decisions.		
	<b>Prerequisite courses</b>	BA080IU	Statistics for Business	3
		BA003IU	Principles of Marketing	3

13	<b>BA038IU</b>	<b>Customer Service Management</b>		<b>3</b>
	<b>Description</b>	This course examines customer service management as a key strategic process within all organizations and serves as a foundation course in the Service Management Program. CSM is defined as the overall process of building and maintaining profitable customer relationships by delivering value and satisfaction to the customer. Focusing on process, strategy and technology, this course leads students from understanding the fundamentals of CSM through the implementation of CSM systems and analysis of customer data. It discusses the CSM philosophy as well as the systems in place the incorporate and integrate information from sales, marketing and service.		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
14	<b>BA045IU</b>	<b>B2B Marketing</b>		<b>3</b>
	<b>Description</b>	B2B refers to marketing activities that are directed toward businesses, governments, and not-for-profit organizations - as opposed to consumers. This course enables students to understand specific issues and problems faced firms by having organizations as customers; get to know some tools and concepts with which firms analyze and answer to these challenges; acquire the capability to identify and analyze some underlying mechanisms of the challenges on business markets. An important aspect of that is how it can best handle its relationships with other firms (its customers). Key topics of study include: business market processes and strategies, management of customer lifetime value and strategies, management of value and market offerings, sustaining customer relationship and network positions and the international dimensions of business markets		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
15	<b>BA051IU</b>	<b>BA051WE</b>	<b>International Financial Management</b>	<b>3</b>
	<b>Description</b>	This subject introduces and extends financial decision making in an international context. It will introduce exchange rates into the equation, observe the impacts and investigate the factors that might explain exchange rate movements. Additionally, it will consider strategies to minimize the effects of exchange rates changes. It will also cover a range of issues pertaining to the globalizations of capital markets, including international investment, multinational cost of capital, capital structure, and restructuring		
	<b>Prerequisite courses</b>	BA016IU	Fundamental of Financial Management	3
16	<b>BA054IU</b>	<b>Corporate Finance</b>		<b>3</b>
	<b>Description</b>	This course will provide students with an advanced understanding of the major issues that a financial manager has to deal with in order to maximize shareholders' wealth, including capital budgeting decisions, financing decisions, and working capital management. In discussing those issues, several key topics such as risk-return trade-offs, capital structure and dividend policy will be analyzed in-depth, both theoretically and empirically. Besides, special topics including the use of financial derivatives to reduce risk for the corporation, and the M&A (mergers and acquisitions) activities will also be examined		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
BA005IU		Financial Accounting	3	
	BA016IU	Fundamental of Financial Management	3	

17	<b>BA057IU</b>	<b>Auditing</b>	<b>3</b>	
	<b>Description</b>	This course is designed to provide an introduction to auditing. The course focuses on fundamental principles and technique used by auditors in examining financial statements and supporting data such as risk and materiality assessment, the planning of auditing, the audit procedures and auditor reports. Special emphasis is given to audit standards, professional ethics, internal controls, audit evidence, accountants' liability, and audit programs		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
		BA005IU	Financial Accounting	3
		OR		
BA284IU		Financial Accounting II	3	
	BA010IU	Managerial Accounting	3	
18	<b>BA065IU</b>	<b>Business Analysis &amp; Evaluation</b>	<b>3</b>	
	<b>Description</b>	The course draws on concepts from financial economics, business strategy, accounting, and other business disciplines for evaluating business decisions in a variety of contexts. It will be useful to students planning careers in investment banking, securities analysis, credit analysis, consulting, public accounting, and corporate management. The course emphasizes practical applications. Consequently, the majority of the course will be spent analyzing and discussing cases involving real financial statements in real decision contexts. This is supplemented by lecture and discussion of material from the text and articles from the financial press		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
		BA005IU	Financial Accounting	3
		OR		
BA284IU		Financial Accounting II	3	
19	<b>BA068IU</b>	<b>International Economics</b>	<b>3</b>	
		BA068NS BA068WE		
	<b>Description</b>	The course introduces two important parts of International Economics topic: theories of International Trade and International Monetary. It firstly presents an analysis into basic theories of international trade such as absolute advantage, comparative advantage, Heckscher- Ohlin theory, Stolper-Samuelson theorem, Rybczynski Theorem, etc. from the economic point of view. Next part of the course lays stress on economic analysis of international trade policies which covers subsidy, tariff and non-tariff barriers as well as international economic co-operations. The last part analyzes international monetary aspect of the topic. It is about Foreign Exchange Rate and Foreign Exchange Market, the Country's Balance of Payment and Foreign Exchange Rate Regimes...		
	<b>Prerequisite courses</b>	BA117IU	Introduction to Micro Economics	3
BA119IU		Introduction to Macro Economics	3	

20	BA080IU	BA080AU BA080NS BA080UH BA080UN BA172WE	Statistics for Business	3
	Description	This course introduces the basic concepts and procedures used in Business Statistical Analysis. It includes: descriptive statistics and presentation of data, the rules of probability, discrete and continuous probability distributions, sampling and sampling distributions, classical confidence intervals, hypothesis testing, the analysis of variance, simple and multiple regression. These basic topics will be useful in the writing of the final year's thesis, the subject of which usually involves the statistical formulation of a problem, the collection and manipulation of data, basic statistical analysis and estimation of parameters		
	BA081IU		Business Law	3
	Description	Followed by Introduction to Vietnamese legal system, this course provides further, more specific and practical legal knowledge on regulations applicable for a whole life cycle of a business, i.e. from its establishment, operation until the dissolution/bankruptcy of a business. Also, students will be introduced with international trade organizations and main international trade rules that widely applied and shall be necessary for Vietnamese businesses while trading with foreign entities in the era of globalization. This subject will further strengthen students' problem solving and legal analyzing skills with improved ability to apply in day-to-day practical situations		
	Prerequisite courses	BA167IU	Introduction to Vietnamese Legal System	
22	BA082IU	BA082IU	Brand Management	3
	Description	The course covers various aspects of Brand Management. The first part of the course introduces concepts relating to the Branding such as: Brand's elements; Brand Knowledge; Brand Awareness; Brand Image; Brand Recognition; Customer- Based Brand Equity. The second part describes the formulation of management functions for building Brand Equity, leveraging, and defending brands; using multiple formats to expose students to overview of the knowledge bases of effective brand management. Designing Marketing and IMC programs for building Brand Equity is the last part of the course of Brand Management		
	Prerequisite courses	BA003IU	Principles of Marketing	3
23	BA083IU		Consumer Behavior	3
	Description	Besides, it introduces the concept of event industry and the growing importance of its tourism industry in general. Students will study the main principles and gradually implement the event management, conference, workshop...through the concept, planning, marketing... application in the event management of hospitality which involves the complex investigation of trademark, identifies target audiences, planning for an event, logistics planning and coordinate the tech aspects before actually implement the modalities of event came up.		
	Prerequisite courses	BA003IU	Principles of Marketing	3

24	<b>BA084IU</b>	<b>Import Export Management</b>		<b>3</b>
	<b>Description</b>	The course is divided into three parts which focus on the most important aspects of Import/Export Management. The first part introduces concepts, classification and the functions of export and import. Advantages and disadvantages, factors that affect the success of Import and Export activities are also analyzed. The second part goes into analyzing details of import/export managerial activities such as the strategic use of Inco-Terms, UCP 600, International Payment methods, Import-Export contract Negotiation Techniques. The last one focuses on Elements of an Import/Export contract and various types of International trade contracts		
	<b>Prerequisite courses</b>	BA068IU	International Economics	3
25	<b>BA087IU</b>	<b>Taxation</b>		<b>3</b>
	<b>Description</b>	This course covers the fundamental knowledge of the principles and major technical areas of taxation, as they affect the activities of individuals and businesses. The course focuses on the knowledge and understanding of Vietnamese tax system and equips students with skills in the application of its rules to practical cases. This knowledge is applied in the calculation of tax liabilities and the identification of basic tax-saving measures for some separate taxes including personal income tax, corporate income tax, foreign contractor tax, and value added tax		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
		BA005IU	Financial Accounting	3
		OR		
		BA284IU	Financial Accounting 2	3
BA119IU		Introduction to Macro Economics	3	
BA117IU	Introduction to Micro Economics	3		
BA010IU	Managerial Accounting	3		
26	<b>BA094IU</b>	<b>Advertising and PR</b>		<b>3</b>
	<b>Description</b>	Advertising & PR course is to examine the world of advertising: its history, the planning and research functions, the techniques and execution of advertising, including creative and media strategy. The course helps learners address current issues, trends, and ethics facing the industry. This course involves the survey of the fields of public relations and advertising. It describes organizations, jobs, and functions in the industry. Also, it covers the roles of public relations and advertising in society, the economic system, and organizations; psychological and sociological principles as bases for appeals; strategies for media selection and message execution. It also involves introduction to research and regulation		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
27	<b>BA098IU</b>	<b>BA098WE</b>	<b>Leadership</b>	<b>3</b>
	<b>Description</b>	This course prepares students for leadership roles in the community and in their professions. It will provide students with the knowledge, skills, and foundation to become an effective leader. Students will develop an understanding of the components that make leadership successful. Students will gain both the theoretical and practical skills necessary for success in both their personal and professional lives. It is intended for students who are interested in gaining a foundation in leadership studies and extended coursework in applied aspects of Leadership		

	BA099IU		Global Strategic Management	3
28	Description	This course focuses on building successful global long term objectives and strategies consistent with company vision and mission in an era of globalization. It introduces students to worldwide challenges and opportunities and provides them theoretical and pragmatic approaches to capture business optimization anywhere in the formulation and implementation of long term global corporate, business, and functional strategies		
	Prerequisite courses	BA162IU	Strategy Formulation and Implementation	3
	BA115IU	BA115AU BA115UN BA115WE	Introduction to Business Administration	3
29	Description	This course examines the role of business in society; the interrelated activities through which business provides the goods and services essential to contemporary society; and the interrelationships between business and government, labor, and society at large. General areas of study center on: the foundation of business, management of the enterprise, marketing activities, and contemporary business problems and development		
	BA117IU	BA117AU BA117NS BA117UH BA117UN BA117WE	Introduction to Micro Economics	3
30	Description	Microeconomics is the introductory course in economics. The course is designed to teach students the basic tools of microeconomic analysis. Microeconomics is the branch of economics that deals with the interaction of households and firms in individual markets. Topics include gain from trade, demand and supply analysis, elasticity, consumer choice, production and cost, types of market structures. Students focus on analyzing how prices and output levels are determined, what happens when governments intervene in markets, when do markets “fail”, how do markets produce an “efficient” use of a society’s scarce resources and are market outcomes equitable.		
	BA118IU	BA118AU BA118NS BA118UN BA118WE	Introduction to Psychology	3
31	Description	Psychology principles and theories include methodology and brief analysis of major content areas ranging from development, perception, and learning to motivation/emotion, personality, and social processes		



32	BA119IU	BA119AU	Introduction to Macro Economics	3
		BA119NS		
BA119UH				
BA119UN				
BA119WE				
Description	The main goal of macroeconomics is to gain a better understanding of various broad economic issues of a country, a region and the global economy as well as to evaluate the impacts of macroeconomic policies on the domestic and global economy. Topics include economic growth, cost of living, saving and investment, unemployment, inflation, aggregate demand and supply, fiscal and monetary policies. Students are exposed to both macroeconomic theory and contemporary macroeconomic issues. Students focus on how to develop economic tools and to apply those tools to understanding contemporary issues			
33	BA120IU	BA120AU	Business Computing Skills	3
		BA120NS		
BA120UH				
BA120UN				
BA120WE				
Description	Because computer use is an integral part of business, the ability to utilize information technology to improve organizational productivity and minimize inefficiencies is of great importance. This course bridges the gap between IT literacy and the use of hardware, software and other resources in learning and doing business. This course will focus on advanced features and integrated Excel spreadsheet applications, introductory database development using MS Access, introduction to web page document creation using HTML and an introduction to computer systems architecture, security, communications, and networking			
34	BA123IU	BA123AU	Principles of Management	3
		BA123NS		
BA123UH				
BA123UN				
BA123WE				
Description	This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. This course is especially useful for those newly promoted to supervisory and managerial positions within the private, or public sector.			
35	BA130IU	BA028UN	Organizational Behavior	3
		BA130NS		
BA130WE				
BA130AU				
Description	This course examines the theory and practice of how and why organization behaves the way they do. The course analyses the factors that cause certain behavior within an organization and presents conceptual frameworks for the analysis of how such behavior influence decision making and organization effectiveness. Key topics of study include: the dynamics of people and organization, managing communication, social systems and organizational cultures, motivation and reward systems, leadership and empowerment, attitudes and its effects, interpersonal and group behavior, teams and team building, managing change, stress and counseling...			

36	<b>BA134IU</b>	<b>Financial Institutions and Markets</b>		<b>3</b>
	<b>Description</b>	This course examines the role played by financial institutions and markets in the modern economy. It starts with the fundamentals of interest rates and its role in the financial system, monetary policy; and then moves on to the structures and functions of financial markets (bond, stock, mortgage, foreign exchange markets). Additionally, it will also cover the management and regulations of financial institutions, in which the topic of risk management is the central theme		
37	<b>BA138IU</b>	<b>Portfolio Theory and Investment Analysis</b>		<b>3</b>
	<b>Description</b>	Portfolio Theory and Investment Analysis aims to familiarize students with conceptual foundations of modern portfolio theory and portfolio management strategies; its application to securities analysis, valuation and portfolio management. It focuses on applying pricing models and other techniques in the valuation of securities; measuring the portfolio risk and determining portfolio performance; constructing optimal portfolios; and taking applied perspective on investment management for individual and institutional investors. The learning experience will include: an introduction to modern portfolio theory, passive and active portfolio management strategies, pricing models of financial instruments such as bonds and stocks; evaluation of portfolio risk and return compared to the benchmarks; Capital Asset Pricing Model (CAPM) and other issues in finance		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
		BA005IU	Financial Accounting	3
		OR		
		BA284IU	Financial Accounting II	3
	BA134IU	Financial Institution and Markets	3	
	BA016IU	Fundamental of Financial Management	3	
38	<b>BA140IU</b>	<b>Business Game</b>		<b>3</b>
	<b>Description</b>	The purpose of this course is to develop the skill and the experience in formulating and planning marketing strategies. This course looks in depth at strategic decision making in companies at the top management level, bringing together concepts that you learned in other courses. In particular, the course brings together and develops further concepts from the Marketing, Strategy, and Microeconomics core courses while touching on elements of Finance and OB. The course provides a framework for analyzing the strategies of companies, identifying strategic synergies, and understanding a company's core strengths. The course is designed to be essential for students interested in a career in strategic management consulting, in marketing, or in M&A. If learner's career will involve analyzing, formulating and/or implementing the strategy of a company, analyzing a company's core strengths and its relation to the industry, and/or exploring strategic synergies, this course is for you		
	<b>Prerequisite courses</b>	BA162IU	Strategy Formulation and Implementation	3
BA003IU		Principles of Marketing	3	

	<b>BA142IU</b>		<b>Marketing Strategy</b>	<b>3</b>
39	<b>Description</b>	As a part of Marketing Management field, the course of Marketing Strategies introduces to students act of planning, organizing and implementing various strategies, covering product planning, branding, pricing, placing as well as integrated marketing communication plans. Concepts of Holistic Marketing, Marketing philosophies, Mission, Vision, and Brand Equity are described. Group Project assigned in the course helps learners acquires additional knowledge on components of a marketing plan and how to implement it in the most effective way		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
	<b>BA145IU</b>		<b>International Marketing</b>	<b>3</b>
40	<b>Description</b>	The course provides student with up-to-date knowledge of international marketing issues that Multinational Corporations (MNCs) are facing. The course focuses on analyzing the cultural environment of global markets, assessing global market opportunities and developing global-local marketing strategies. Key topics of study include: the dynamic environment of international trade; the impact of international environment (history and geography, cultural, political, legal and economic) on firm's global marketing standardization versus local adaptation strategy; developing global marketing strategies, including planning and organizing 4Ps marketing strategies; implementing global marketing strategies, including negotiating with international customers, partners and regulators. Students majoring in International Business (IB) and/or Marketing may go on to take this course after completing Principles of Marketing and Marketing Management.		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
	<b>BA146IU</b>		<b>Retail Management</b>	<b>3</b>
41	<b>Description</b>	Retail Management emphasizes how retail industry organizations design a well-structured, systematic of strategic planning in retail category management. The purpose of this course is to prepare students for the challenges related to global retailing management activities. The course focuses on providing students with a basic theoretical foundation but will also balancing the theory with practical application one will be need to know in retail management. Key topics of study include: building relationships and strategic planning in retailing institutions, consumer behavior and information gathering, brand management and category management, retail operations performance management such as financial and operational, and merchandising and pricing strategy. Students majoring in Marketing may go on to take this course after completing Principles of Marketing.		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3

42	<b>BA148IU</b>	<b>Interactive Marketing</b>		<b>3</b>
	<b>Description</b>	This course provides an in-depth look at marketing from the standpoint of analyzing online campaigns, as well as examining the interplay between emerging technologies and changing consumer behaviors. In this course, social marketing (inclusive of blogs, wikis, and social networks), new media technologies (mobile platforms, gaming, VR, e-readers), and online measurement and promotion tactics (SEO, advertising metrics) will be explored. A key objective of this course is to give students a comprehensive understanding of how to integrate online marketing and communication with more traditional forms of the same		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
43	<b>BA149IU</b>	<b>New Product Planning</b>		<b>3</b>
	<b>Description</b>	New Product Planning is the optional course for students who major in Marketing and Management. It is to introduce students with situations where the company has to face with decisions of whether they should develop new products at some point of time and how they could implement that new product development. Moreover, this course helps students understand basic and particular steps involved in the new product planning process. It is in this course that the students will have chances to solve practical problems as well as apply their creativity, critical thinking and decision-making ability into minor project, major project, case studies and group games. Students are encouraged to use their available knowledge of business management and marketing as well as other fields in this course. The course also requires students to be creative, pro-active and cooperative at all times, either in lecture hours or teamwork hours		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
44	<b>BA151IU</b>	<b>BA151WE</b>	<b>International Business Management</b>	<b>3</b>
	<b>Description</b>	This course presents a broad overview of the fundamentals of international business and trade, and familiarizes the student with the basic terminology, key concepts and issues unique to the subject. The student studies the global economy including international trade, investments, international marketing and the business environments. The management of multi-national firms is studied in the context of the international financial systems, global market research, and comparative advantage		
	<b>Prerequisite courses</b>	BA123IU	Principles of Management	3
45	<b>BA152IU</b>	<b>International Business Law</b>		<b>3</b>
	<b>Description</b>	This course examines the present legal structure and operation of the world trade system, primarily through analysis of multilateral and regional trade treaties and associated law. Much of the course focuses on the World Trade Organization, membership of which Vietnam has gained since 2007, the General Agreement on Tariffs and Trade, and other agreements concluded in the Uruguay Round of trade negotiations. Special attention is given to comparing Vietnam obligations under these international instruments, especially those relating to dumping, subsidies, and unfair trade practices, financial and customs harmonization. Other topics include international contracts and administrations, regulations of exports and imports, technology transfer, intellectual property... etc		
	<b>Prerequisite courses</b>	BA081IU	Business Law	3

46	BA153IU	Internship		3
	Description	This is a compulsory internship period in which students must experience a real working time at the enterprise. The minimum internship time is 32 working days (equivalent to about 2 months full-time or 4 months part-time) (2 months or 4 months is just an estimate depending on how many days a week the student practiced plus over 32 working days are satisfactory, not necessarily 2 months or months).		
47	BA154IU	BA154UN BA154WE	Entrepreneurship and Small Business Management	3
	Description	This course aims to provide a hands-on introduction to the scalable venture creation process for students with a strong interest in entrepreneurship. The course is designed for a variety of student interests. It directly addresses the concerns of students wanting to become entrepreneurs in the near or more distant future. It is also useful to anyone who expects to be interacting with entrepreneurs in their business careers. Finally, this course is useful for anybody with a curious mind and a willingness to combine serious analysis with creative thinking		
48	BA155IU	Multicultural Management		3
	Description	The course explores culture and the elements of culture, Values and Attitudes, Manners and Customs, Education, Religion. Culture Classification models. It analyzes the cultural environment facing Business (cultural diversity), the role of culture in International Management: Planning, Organizing, Staffing, Advertising, Marketing, Promotion, Branding, Language factor, Manufacturing, Imports-Exports. In addition, it looks at international aspects of human resources management, workplace diversity. Transferring of international managers and local acceptance are also focus of the course. The course also provides the students with knowledge on the role of Trans-cultural Managers as well as the cost of cultural mismanagement		
	Prerequisite courses	BA130IU	Organizational Behavior	3
49	BA156IU	Human Resources Management		3
	Description	The course examines mainly the theory and practice of managing human resources. It aims at providing an overview of the HR department, both strategic and everyday undertakings, to enable the business to readily have the right people for the smooth operations in the short term and long term. Key topics of study include: the strategic human resource environment; staffing and organization; enhancing motivation and performance; compensating and rewarding the workforce; and managing careers and work environments and labor relations. In general, the course presents the students with the standard process of HR management and also some best practices to perform the task efficiently		
50	BA158IU	Organizational Design and Change		3
	Description	Organizational design is a very important tool for organizing business processes and developing organizational capabilities. The course focuses on developing an understanding of the basics of organizational design, on how to utilize organizational design principles to manage change, and on how to keep the design aligned with the needs of the firm and the demands to which it must respond. The design and development effort includes study of organizational structures, the basic work patterns of the organization, organizational cultures, managerial roles, and the use of teams		
	Prerequisite courses	BA130IU	Organizational Behavior	3

51	BA160IU	Negotiation and Relationship Management		3
	Description	First part of the course introduces roles and various types of negotiation such as: face-to-face negotiation, negotiation through mails, emails, fax, telex, negotiation through telephones. For each type, the course presents and analyzes principles, strategies, and techniques of the effective negotiation process and professional relationship management. The course helps students to learn how to use negotiation skills and knowledge to execute effective dispute resolutions, and improve competence to manage professional relationship		
52	BA161IU	BA161WE	Business Research Methods	3
	Description	This course provides important topics in the area of research method. It introduces the whole research process, from formulation of research questions to research design and end up with report writing. The course content emphasizes on two main approaches of research design: qualitative and quantitative, it also provides techniques for data collection methods, design of instrument and measurement, and data screening, preparation and analysis. The course also mentions ethical issues in research		
	Prerequisite courses	BA168IU	Quantitative Methods for Business	3
		OR		
BA191IU		Quantitative Methods for Finance	3	
		BA080IU	Statistics for Business	3
53	BA162IU	BA162UN	Strategy Formulation and Implementation	3
	Description	This course concentrates on modern analytical and management approaches to build successful long term objectives and strategies consistent with company vision and mission. It introduces innovative and strategic alignment techniques to meet external socio-economic, industry and competitive challenges and opportunities. It provides students with sound theoretical and pragmatic approaches that will guide them in the formulation and implementation of corporate, business, and functional strategies.		
	Prerequisite courses	BA115IU	Introduction to Business Administration	3
54	BA164IU	BA164UH	Production and Operations Management	3
		BA164WE		
	Description	The course introduces the concepts of operations management in a manufacturing and service organization such as design of products/service, capacity management, location selection, work process design and improvement, scheduling, inventory management and layout. Students will understand why and how organizations organize their operations for efficiency and quality. The course provides the definitions of operations management terms, tools and techniques for analyzing operational issues and making appropriate decisions on operations		
	Prerequisite courses	BA168IU	Quantitative Methods for Business	3
55	BA167IU	BA167NS	Introduction to Vietnamese Legal System	3
		BA167WE		
	Description	This course provides student with general knowledge, basic concepts, principles, main legal branches that serve the foundation of Vietnamese legal system and. During the course students will be also familiarized with legal language; engaged in critical thinking; and exposed to legal reasoning and problem-solving skills in order to develop students' ability to apply them to real life situations		

	BA168IU	BA168NS	Quantitative Methods for Business	3
		BA168UN		
		BA168WE		
56	Description	This course introduces a number of quantitative techniques required in the formulation and analysis of problems in Business Decision Making. It covers a selection of topics from the following: the theory of games, decision analysis, risk and uncertainty, linear programming, goal programming, multi-criteria decision making, AHP the analytical hierarchical process, project management, critical path analysis and PERT, networks, queuing and simulation. One half of the topics are set in a stochastic framework, involving probability and chance, and the remainder are deterministic with given parameters and no chance elements		
	Prerequisite courses	BA080IU	Statistics for Business	3
	BA169IU	BA169NS	Management Information Systems	3
		BA169UN		
		BA169WE		
57	Description	This course addresses the central role of information management (IM) and information technology (IT) systems in enabling current business activities. To this end, the course explores how a wide range of enterprise around the world employ information management to operate, to manage and control, and to plan and innovate. The course focuses on real business issues, analysis and problem solving, and out-of-the-box thinking in the creation of value to the enterprise through the effective application of IM and IT		
	Prerequisite courses	BA120IU	Business Computing Skills	3
58	BA170IU		Thesis	12
	Prerequisite courses	BA153IU	Internship	3
		BA161IU	Business Research Methods	3
59	BA171IU		Risk Management	3
	Description	Applying the fundamental concepts of risk management to a number of key business functions and facilitate manager to perform risk assessment; developing appropriate mitigation strategies and effectively communicate outcomes to senior management		
	Prerequisite courses	BA115IU	Introduction to Business Administration	3
60	BA174IU		Econometrics with Financial Application	3
	Description	This course introduces the basic ideas of econometrics as an extension to linear regression. It includes sensitivity analysis to cover the various violations of the assumptions of the regression model, including a full analysis of the residuals. The problems of multi-colinearity of variables, principal component analysis, and the heteroscedasticity and autocorrelation of errors are considered; and the Durbin-Watson statistic is introduced. This is extended to the analysis of financial time-series data, using the ideas of Granger causality and Cointegration. Simultaneous equations models are also considered based on financial theory		

61	<b>BA176IU</b>	<b>Franchising</b>	<b>3</b>	
	<b>Description</b>	The Franchising course focuses on seven stages of a franchised business life cycle, which comprises major sections of the course content from the point of view of an entrepreneur. The Franchising course analyzes various economic and legal issues of the franchising business, the franchising – franchisor relationship and evaluates the possibility of successfully establishing a franchise system at the least risk. The course also identifies necessary abilities to run a franchised business in the most effective way from two points of view: the franchisee and the franchisor. Moreover, the course mentions more about how the franchising business applied in practices in Vietnam and how to plan for a long –run successful business for their own in the positions of an entrepreneur		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
		BA005IU	Financial Accounting	3
		BA003IU	Principles of Marketing	3
BA117IU		Introduction to Micro Economics	3	
	BA167IU	Introduction to Vietnamese Legal System	3	
62	<b>BA182IU</b>	<b>Customer Relationship Management</b>	<b>3</b>	
	<b>Description</b>	The course Customer Relationship Management (CRM) is defined as a combination of strategic marketing planning, creative communications, data, technology and statistical analysis techniques. The course explains what CRM mean to businesses, plus the benefits it delivers, and how CRM technologies can be implemented to support customer strategic management objectives. Key topics of study include: e-CRM, customer lifecycle management, customer profitability, operational CRM, collaborative CRM, business architecture of analytical CRM and sales forces CRM. Students majoring in Business Management and/or Marketing may go on to take BA140IU–Business Game and/or BA032IU- Sales Management in the following semester after completing this course		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
63	<b>BA183IU</b>	<b>Marketing Channels</b>	<b>3</b>	
	<b>Description</b>	Marketing channel, also called channel management, is one of the four key components of the marketing mix used by organizations to satisfy customer needs and optimize performance. Distribution strategy and deployment are seen as key differentiators in the increasingly competitive marketplace. Therefore, a solid working knowledge of marketing channel development, structure, and operation is requisite for an overall understanding of how marketing strategy is employed in the global economy		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3



64	BA184IU	BA184NS	Financial Accounting	4
		BA184AU		
		BA184UH		
		BA184UN		
		BA184WE		
Description	This course is designed to provide students with an understanding of the basic principles, concepts, and applications of financial accounting. The course aims to address fundamental accounting concepts and generally accepted principle underlying accounting theory and practices; the accounting cycle; preparation of financial statements including cash flows statements, income statement and balance sheet; accounting for cash, receivables, inventories, fixed and intangible assets, current, deferred and contingent liabilities.			
65	BA185IU	Commercial Banking		3
	Description	This is a study of commercial banks with an emphasis on their products and imposed regulations. Analysis of such retail and commercial banking products as loans, asset and liability management, cash management, international settlement services are delivered in the context of both Vietnam and international markets. The course also covers an overview of history, actual state as well as new trends in the banking and financial services industry. Practical issues of bank regulations, bank structure and management and bank performance are also addressed		
	Prerequisite courses	BA134IU	Financial Institutions and Markets	3
		BA016IU	Fundamental of Financial Management	3
66	BA186IU	Investment Banking		3
	Description	This course will focus on the main functions of investment banks and their role in the financial markets. Students will be introduced to the techniques and skills involved in market making, equity and fixed income underwriting, proprietary trading, financial restructuring, mergers and acquisitions advisory services, and venture capital investments. The financial, operational and organizational aspects of investment banks are also analyzed. In addition, the impediments to expanding investment banking activities in developing markets will be discussed.		
	Prerequisite courses	BA134IU	Financial Insitution and Markets	3
		BA054IU	Corporate Finance	3
67	BA189IU	Banking Risk Management		3
	Description	This subject provides an overview of the infrastructure and the financial risk management of the banking system. It covers major decision areas for bank management, all approached from a risk perspective. The course seeks to explore the fundamental causes, the risk metrics model, and the management of interest rate risk, credit risk, liquidity risk, foreign exchange risk, sovereign risk, and market risk within an international context		
	Prerequisite courses	BA191IU	Quantitative Methods for Finance	3
		BA185IU	Commercial Banking	3

	<b>BA191IU</b>		<b>Quantitative Methods for Finance</b>	<b>3</b>
68	<b>Description</b>	This course introduces quantitative concepts and techniques required in the study of modern Finance. It initially considers the evaluation of the mean return and risk for contingent claims and the pricing of bonds via continuous compounding. The Binomial model is used to solve problems and then to introduce the ideas of Brownian Motion; and the lognormal distribution is developed. Examples are used to illustrate the central idea of arbitrage in the pricing of derivatives and the arbitrage theorem is explained. Geometric Brownian Motion is presented as a more realistic stochastic model for share price movements and the Black-Scholes formula for the pricing of call options is used to calculate actual prices. Delta hedging and sensitivity analysis via the Greeks is also considered		
	<b>Prerequisite courses</b>	BA080IU	Statistics for Business	3
	<b>BA192IU</b>		<b>International Finance</b>	<b>3</b>
69	<b>Description</b>	This course covers a wide range of topics in international money and finance from the macroeconomic perspective. The focus is on international financial flows and the key relative prices that drive them, exchange rates and interest rates. It also examines the relationship between the real economy (output, employment and trade flows) and international finance (the balance of payment, capital flows and external debt). Currently topical issues, such as global current account imbalances, the global recession, and the growing role of emerging markets in world financial markets will be discussed.		
	<b>Prerequisite courses</b>	BA117IU	Introduction to Micro Economics	3
		BA119IU	Introduction to Macro Economics	3
		BA134IU	Financial Institutions and Markets	3
70	<b>BA197IU</b>	<b>BA197AU</b> <b>BA197UN</b> <b>BA197WE</b> <b>BA116UH</b>	<b>Introduction to Sociology</b>	<b>3</b>
	<b>Description</b>	This course provides a basic understanding of the nature of social sciences, introduces the fields of sociology and its key themes, and facilitates the development of the awareness of the language and methodology relating to the study of social sciences.		
	<b>BA198IU</b>		<b>Introduction to Hospitality Industry</b>	<b>3</b>
71	<b>Description</b>	This course will provide students with a history and development of the hospitality industry with all its segments, while emphasizing its dynamic and ever changing nature. In addition, it introduces the role and function of major hotel departments along with basic management principles involved.		
	<b>BA206IU</b>		<b>Hospitality Legal Issues</b>	<b>3</b>
72	<b>Description</b>	A course in legal and regulatory requirements that impact the hospitality industry. Topics include Occupational Safety and Health Administration (OSHA), labor regulations, tax laws, tip reporting, franchise regulations and public liability laws.		

	<b>BA207IU</b>	<b>Safety, Sanitation and Security</b>		<b>3</b>
73	<b>Description</b>	<p>This course provides practical experience with the basic principles of safety, sanitation and security in food service industry. Emphasis is placed on personal hygiene habits, safety regulations and food handling practices (H.A.C.C.P) that protect the health of the consumer. Upon completion, student should be able to demonstrate appropriate safety and sanitation practices required in the food service industry.</p> <p>In addition, this course also teaches students the safety and security processes and procedures required by the hospital. Areas covered will include infection control, blood born pathogens, safety, confidentiality and patient rights, emergency procedures, equipment operation and basic computer training.</p>		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
	<b>BA211IU</b>	<b>Cruise Line Operation and Management</b>		<b>3</b>
74	<b>Description</b>	<p>This course will provide an overview of the service and operations throughout the cruise industry. We will take a practical yet analytical approach to understanding cruise ship operations and service. We will take a look at the many different departments that come together to create memorable experiences for its guests. This course will take a look at management and operational structures onboard a ship. We will also analyze the customer service systems and passenger profiles aboard different fleets. In addition, we will look at how a cruise line manages food and drink, hotel, entertainment and other departmental operations. Not overlooked and certainly most important we will understand topics that pertain to health, safety and security for all passengers.</p>		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
	<b>BA213IU</b>	<b>Corporate Governance</b>		<b>3</b>
75	<b>Description</b>	<p>Corporate Governance deals with a group of topics concerning the ways publicly held corporations are directed and controlled. It assumes and builds upon foundational studies in business law to explore in greater depth the principles and practices that shape sound corporate governance. This course will focus on the separation of ownership and control and how to solve the agency problems, directors' duties and responsibilities, managerial compensation and rewards, the role of board of directors and how to align management and shareholders' interests. It also examines international corporate governance practices as well as some contemporary corporate governance issues</p>		
	<b>Prerequisite courses</b>	BA020IU	Business Ethics	3
		BA081IU	Business Law	3
		BA054IU	Corporate Finance	3
	<b>BA214IU</b>	<b>Financial Institutions Management</b>		<b>3</b>
76	<b>Description</b>	<p>This course provides a conceptual framework of current bank issues and the risk management of financial institutions. This course presents the issues of the commercial banking industry including public policy issues, the impact of the economic environment, management of interest rate and liquidity risk, changing regulations and the variety of current challenges facing the industry. Upon completion of this course, students are expected to be able to describe the principal risks faced- and explain how these risks can be managed by financial institutions.</p>		
	<b>Prerequisite courses</b>	BA134IU	Financial Institutions and Markets	3
		BA016IU	Fundamental of Financial Management	3

77	<b>BA215IU</b>	<b>Fixed Income Securities</b>		<b>3</b>
	<b>Description</b>	This course introduces students to the world of fixed-income securities and their markets, explains the risks of these securities and the tools used in their valuation. It begins with basic concepts such as price–yield relationship, discount factor, forward rates, and price sensitivity measures. These concepts are followed by yield curve fitting techniques and portfolio strategies. It then moves on to topics in managing interest–rate risk using repos, floating rate securities, interest–rate forwards, interest–rate and bond futures, and interest–rate swaps		
	<b>Prerequisite courses</b>	BA191IU	Quantitative Methods for Finance	3
		BA016IU	Fundamental of Financial Management	3
78	<b>BA216IU</b>	<b>Derivatives and Risk management</b>		<b>3</b>
	<b>Description</b>	This course is an introduction to derivative assets such as futures, swaps, and options, risk management, and credit derivatives. We will cover the pricing of these derivative assets as well as securities that contain embedded options. We will consider risk management strategies such as statistical and dynamic hedging. Applications will be considered from equity, commodity, and bond,....		
79	<b>BA217IU</b>	<b>Behavioural Finance</b>		<b>3</b>
	<b>Description</b>	In this course, we will examine how people make predictable and repeatable mistakes in financial decision-making. We will describe the nature of these mistakes and their origin, using insights from psychology, neurosciences and experimental economics on how the human mind works. We will then discuss how incorporating these mistakes into our finance theories can markedly improve standard finance models studied in other courses. We will also consider how understanding the functioning of the human mind allows us to design a better world –in particular, better stock markets, retirement and healthcare systems		
80	<b>BA218IU</b>	<b>Credit Analysis and Lending</b>		<b>3</b>
	<b>Description</b>	Focus is on latest approaches to loan portfolio selection and credit risk modeling. Topics include: credit scoring; credit ratings and default probabilities; pricing bonds and loans as options; reduced–form models; simulation–based approaches; capital structure and risk return analysis; overview of credit risk markets. The course also includes Excel–based project on portfolio credit risk.		
81	<b>BA219IU</b>	<b>Accounting Information System</b>		<b>3</b>
	<b>Description</b>	Accounting Information System is the elective course which explores the basis of accounting that would be beneficial to student seeking a degree in the business area. Students will be introduced about how the importance of accounting information system within the business environment can be utilized to facilitate business decisions.		
82	<b>BA220IU</b>	<b>Working Capital Management</b>		<b>3</b>
	<b>Description</b>	This course is designed as a high level undergraduate finance course and is built on the principles of the course Financial Management (BA016IU). It introduces the management of short-term or current account of the firm to optimize the risk/return profile, and covers in–depth the concepts and techniques of managing account receivables, inventories and corporate cash, forecasting and planning short-term investment and financing, and application of NPV concepts to various aspect of corporate working capital functions		
	<b>Prerequisite courses</b>	BA016IU	Fundamental of Financial Management	3

83	<b>BA221IU</b>	<b>Personal Finance</b>		<b>3</b>	
	<b>Description</b>	This unit aims to familiarize students with preparing a comprehensive financial plan for an individual client. Technical skills and knowledge required in areas such as investments, insurance, estate planning, mathematical analysis, employment benefits and income tax will be covered. This unit will guide students to provide comprehensive service and create an optimum client-practitioner relationship. Students who wish to learn about financial planning fundamentals for themselves can also benefit from this course			
84	<b>BA222IU</b>	<b>Management Decisions and Financial Reporting</b>		<b>3</b>	
	<b>Description</b>	The aim of this course is to expose students to and familiarize them with the theoretical frameworks and practical matters of financial reporting. This course provides an in-depth understanding of the financial statement effects of business decision-making. Such business decisions will include (but are not restricted to) investing, financing, and operating decisions. How cash flow-based management decisions are made and cash flows measured and disclosed through financial information system of a business entity will also be covered.			
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4	
		OR			
		BA005IU	Financial Accounting	3	
		OR			
BA284IU		Financial Accounting II	3		
	BA010IU	Managerial Accounting	3		
85	<b>BA223IU</b>	<b>Conference and Event Management</b>		<b>3</b>	
	<b>Description</b>	The course provides the information, tools, and tips students will need to meet the needs and expectations of meeting participants in our ever-changing profession and this emerging Conceptual Age. As well as, the course provides the content relevant to the myriad of daily decisions and activities in which students engage.			
86	<b>BA226IU</b>	<b>Leadership and Management Skills in Hospitality Management</b>		<b>3</b>	
	<b>Description</b>	This course is designed to provide students with a basic understanding of leadership and management in the hospitality industry.			
87	<b>BA228IU</b>	<b>Food and Beverage Management</b>		<b>3</b>	
	<b>Description</b>	This course is designed to provide students with a basic understanding of leadership and management in the hospitality industry.			
88	<b>BA229IU</b>	<b>The Professional Waiter</b>		<b>3</b>	
	<b>Description</b>	In this course you will learn who you work with and why, what your job is in different restaurant settings, the various serving methods that have their origin in other countries, etc. You will also get some insight into serving alcohol, learning the requirements of your patrons and how best to serve them and their desires. Lastly, the course will reveal the very great need for safety and proper sanitation in order to avoid contaminating food that you will be serving to your customers. Waiting tables will turn you into a student of human nature. By the end of this course you will be prepared to apply at even the highest end restaurant.			
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3	

89	<b>BA231IU</b>	<b>Front Office Mangement and Operation</b>		<b>3</b>
	<b>Description</b>	The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
90	<b>BA232IU</b>	<b>Hospitality Sales and Marketing</b>		<b>3</b>
	<b>Description</b>	This module is designed to give students an in-depth understanding of how to maintain a profitable level of business by utilizing the basic functions of sales, marketing, advertising and promotions.		
	<b>Prerequisite courses</b>	BA003IU	Principles of Marketing	3
91	<b>BA233IU</b>	<b>Hotel Management and Operation</b>		<b>3</b>
	<b>Description</b>	This course is designed to provide the students with a general understanding of the dynamics of the lodging industry, and specifically the operations and management of today's modern hotels.		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
92	<b>BA241IU</b>	<b>Hospitality Facilities Management</b>		<b>3</b>
	<b>Description</b>	This subject provides students an introduction to the key issues involved in the management and design of hospitality facilities. It presents the students with the intricacies of layout and design as well as facility management in hospitality facilities. The key terms, criteria, and methods employed in the design of lodging and food service facilities are introduced. In addition, an overview of the primary facility systems found in hospitality facilities is also presented.		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
93	<b>BA242IU</b>	<b>Quality Management in the Hospitality</b>		<b>3</b>
	<b>Description</b>	This course is designed to give students a comprehensive view of service quality in hospitality industry, its scope and importance in hotel and restaurant businesses. The various types of service perspectives are covered. This course also develops an awareness of the importance of staffing who love to serve, delivery system, service culture, the way to wow our guests and service recovery.		
94	<b>BA243IU</b>	<b>Service Management</b>		<b>3</b>
	<b>Description</b>	This course is designed to explore, challenge and refine the principals of guest-services management -- be it a hotel, restaurant, attraction, airline, special event, etc. The course is built upon our understanding that service excellence is achieved through design, systems and staff.		
95	<b>BA244IU</b>	<b>Supervision in the Hospitality</b>		<b>3</b>
	<b>Description</b>	This course examines principles, theories, human relations techniques, and decision-making skills that are required to manage a workforce to profitable results. The course identifies ways to satisfy obligations to owners, customers, and employees while maintaining a positive work climate, developing job expectations, disciplining marginal employees, and addressing workplace diversity.		

96	<b>BA245IU</b>	<b>Revenue Management</b>		<b>3</b>
	<b>Description</b>	Revenue management can be described as the formulation and solution of strategies and tactics to sell the right product/service to the right customer at the right time for the right price. In fact, to implement revenue management, it requires a set of techniques including using information system to establish baseline data, managing time constrained and perishable inventory, cost analysis and pricing strategy, and analyzing and segmenting customers to identify those time sensitive customers who will be willing to pay higher price toward deadline. Although it was developed by airlines, more and more hospitality organizations are implementing revenue management to maximize revenue and profits. As a result, there are high demands for well-trained revenue management personnel in the hospitality industry.		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
BA005IU		Financial Accounting	3	
	BA184IU	Introduction to Hospitality Industry	3	
97	<b>BA246IU</b>	<b>Resort Management and Development</b>		<b>3</b>
	<b>Description</b>	This course provides an overview of resort management and operations. The scope of these industries will be discussed along with the principles of successful marketing, management, and development of a resort. This course will introduce students to the operations of modern day resorts, including ski, golf, and gaming resorts. This will include a review of the history of the growth of resorts in the United States, expansion of resorts worldwide, and their operations and characteristics. Students will gain exposure to the wide range and high level of services and activities expected by resort guests and offered by today's resorts.		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3
98	<b>BA248IU</b>	<b>Food and Beverage Cost Control</b>		<b>3</b>
	<b>Description</b>	This course is designed to help students improve and better understand the food service industry and the art and science of management. Areas of study include an overview of food and beverage operations, food service marketing, menu planning, nutrition concerns, menu cost and pricing strategies, production, service, beverage management, sanitation and safety issues, facility design and equipment, accounting, and food service automation		
	<b>Prerequisite courses</b>	BA005IU	Financial Accounting	3
		OR		
BA184IU		Financial Accounting	4	
	BA016IU	Fundamental of Financial Management	3	
99	<b>BA254IU</b>	<b>Houskeeping Operations &amp; Management</b>		<b>3</b>
	<b>Description</b>	Examines the role of the supervisory function in the housekeeping department; provides a thorough overview of maintaining a quality staff, planning and organizing, the technical details of cleaning a room, managing the laundry, and control of supplies and equipment. Students will also be well trained the professional service procedures of the housekeeping including detailed procedures of cleaning a hotel room, basic cleaning motions, methods and techniques of removing dirt, cleaning different types of surfaces, and turn down service, etc.		
	<b>Prerequisite courses</b>	BA198IU	Introduction to Hospitality Industry	3

	<b>BA255IU</b>	<b>Specialization Internship</b>	<b>3</b>
100	<b>Description</b>	This is a compulsory internship period in which students must experience a real working time at the enterprise. The minimum internship time is 32 working days (equivalent to about 2 months full-time or 4 months part-time) (2 months or 4 months is just an estimate depending on how many days a week the student practiced plus over 32 working days are satisfactory, not necessarily 2 months or months).	
	<b>BA256IU</b>	<b>Workshop 1</b>	<b>3</b>
		<b>BA256WE</b>	
		<b>BA256UN</b>	
		<b>BA256NS</b>	
		<b>BA256AU</b>	
		<b>BA256UH</b>	
101	<b>Description</b>	The course provides students with soft skills and right attitude to succeed in university and future professional working environment. This course includes nine presentations made by guest speakers who are either directors/managers or experts who have at least five years of experience. The presentations are scheduled in a systematic and scientific way to allow students to practice what they learn in class and to do teamwork assignments given by guest speakers.	
	<b>BA257IU</b>	<b>Workshop 2</b>	<b>2</b>
102	<b>Description</b>	This workshop will provide students with an opportunity to engage with ongoing work and projects within the Finance and Banking industry. During the meeting, invited guest speakers will present “works in progress” and “experience sharing”. It will help student expand their financial understanding and career opportunities. Finally, Students are required to submit 03 Written report to evaluate their understanding base on 03 given topics	
	<b>BA258IU</b>	<b>Firm Performance and efficiency analysis</b>	<b>3</b>
103	<b>Description</b>	<p>In the course of their operation, firms and banks face with many challenges regarding performance and efficiency, especially during the restructuring period.</p> <p>The course Firm Performance and Efficiency Analysis provides an overview of the performance measurement using Data Envelopment Analysis (DEA) and Stochastic Frontier Analysis (SFA). The students will be able to use practical tools (specialized software packages such as DEAP) to derive measures of efficiency and efficiency change over time for firms and banks. The measures will be estimated from managers’ or policy makers’ point of view. Using efficiency, useful insights will be obtained to provide further information about firm and bank financial ratios, risk control variables, mergers and acquisitions; consequently to improve their activities.</p> <p>The course covers the major decision areas for firm and bank management within the framework of a regulatory and "corporate responsible" environment. The main topics covered are Data Envelopment Analysis, Stochastic Frontier Analysis, Firm efficiency, Bank efficiency measurement</p>	
	<b>Prerequisite courses</b>	<b>BA080IU</b>	<b>Statistics for Business</b>



	<b>BA259IU</b>	<b>Applied Software in Finance</b>		<b>3</b>
104	<b>Description</b>	<p>Nowadays, the use of software and specialized software has been recognized more and more important in the financial industry and services, especially for financial analysts, whose role is to analyze data, use models and support decision-making process in firms and financial institutions.</p> <p>This course Applied Software in Finance will provide students with necessary skills and knowledge to smoothly use important software packages in Finance such as STATA, SAS, and MATHLAB. The students will get familiar with the main functions of the software packages, which will facilitate their study subsequently in other quantitative courses</p>		
	<b>Prerequisite courses</b>	BA120IU	Business Computing Skills	3
	<b>BA260IU</b>	<b>Financial Risk Management</b>		<b>3</b>
105	<b>Description</b>	<p>Financial Risk Management course provides an overview of the financial risk for individuals and firms in a global context. The underlying theme in this course is the application of modern finance theory and quantitative modeling techniques to the financial decision making and management of firms. The subject is approached from a risk perspective.</p> <p>The course covers the major decision areas for firm management within the framework of a regulatory and "corporate responsible" environment. The main topics covered are financial risk and its management including market risk, credit risk, operational risk and liquidity risk within an international context</p>		
	<b>Prerequisite courses</b>	BA080IU	Statistics for Business	
	<b>BA261IU</b>	<b>Fintech</b>		<b>3</b>
106	<b>Description</b>	<p>The fourth technology revolution 4.0 has change the way how the business world runs. Global trade, finance and banking as a result is rapidly changing with the raising of start-up financial technologies, which is referred as FINTECH. Recently, 30% of large Financial Institutions are investing in Artificial Intelligence (AI) while 77% expect to adopt blockchain as part of an in-production system or process by 2020 (PWC Global Fintech report 2017). Fintech now isn't just about the tech, it's about culture, ways of working, problem solving, customer engagement and new ideas of leadership.</p> <p>The course covers recent trends and tools offinancial technologies in financial sectors, including lending platform, internet finance, blockchain (including: bitcoin, cryptocurrency), cybersecurity,digital payments, big data, crow funding, etc. and their realistic impact on global banking and finance.In addition, this course The course contains both lectures and practical</p>		
	<b>BA263IU</b>	<b>Financial Modeling</b>		<b>3</b>
107	<b>Description</b>	<p>The course covers topics in order to help students interpret and analyze financial statement of a company effectively. In this course, students will learn how to design, develop and build their own interactive financial models to solve complex financial questions. Moreover,the course focuses on building up Excel skills to analyse historical financial statement and perform financial projection, company valuation, estimate portfolio risks and optimal portfolio construction etc. Simple regression using Excel to estimate the relation between variable is also presented in this course</p>		

108	<b>BA264IU</b>	<b>Entrepreneurial Finance</b>		<b>3</b>
	<b>Description</b>	This course seeks to empower students by providing the knowledge, skills and attitudes to achieve entrepreneurial success in a variety of settings. It places emphasis on the individual's acumen to realize opportunity, assess risk, and apply the skills necessary to transform innovative ideas into viable, sustainable ventures.		
109	<b>BA265IU</b>	<b>Asset Pricing</b>		<b>3</b>
	<b>Description</b>	This course provides an overview of two aspects of empirical asset pricing: cross-section of stock returns and technical analysis		
	<b>Prerequisite courses</b>	BA138IU	Portfolio Theory and Investment Analysis	3
110	<b>BA266IU</b>	<b>International Payment</b>		<b>3</b>
	<b>Description</b>	This course is aimed to provide students with knowledge regarding how the international transactions are settled: principles of draft, documentary collections, letter of credit, international guarantee and factoring; international NonTrade settlement, settlement risks, control forfeiting and factoring. Students could master the usage in international payments and settlements as well as the international rules and regulations regarding international trade finance payments. The overall objective of this course is to provide those students who would like to work in companies or banks involved in international sales, finance, shipping and administration a good specialty foundation		
111	<b>BA267IU</b>	<b>Real Estate Finance &amp; Investment</b>		<b>3</b>
	<b>Description</b>	<p>The course covers topics in order to help students understand the potential risks and returns regarding to investing in and financing both commercial and residential real estate. It covers different techniques and concepts which include: appraising, investing, consulting and managing real estate portfolios, investing and financing development. In addition, this course provides necessary updated legal knowledges related to real estate sector that can affect the rights of lenders and investors in Vietnamese market. It also helps students understand the features of different vehicles for lending and investing in real estate market, the economic benefits and the significance of the local economy where properties are located.</p> <p>At the end of the course, students will be able to conduct the appropriate methods of analysis and informed real estate finance and investment decision as well as understand the financial assets securitized by real estate</p>		
112	<b>BA268IU</b>	<b>Central Banking: System &amp; Regulation</b>		<b>3</b>
	<b>Description</b>	<p>This course provide student a general view about:</p> <ol style="list-style-type: none"> <li>1.How central banking system works world wide</li> <li>2.System and regulation</li> <li>3.Interest rate policy</li> </ol>		
	<b>Prerequisite courses</b>	BA117IU	Introduction to Micro Economics	3
		BA119IU	Introduction to Macro Economics	3

	<b>BA269IU</b>		<b>Research Methods in Finance</b>	<b>3</b>
113	<b>Description</b>	<p>Research Methods in Finance introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course analyzes issues involved in the design and conduct of empirical research in finance by examining recently published papers in top 6 finance journals.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> <li>-Increase the quality of student research</li> <li>-Enable students to evaluate research designs and methods in prior papers.</li> <li>-Improve students' academic writing</li> <li>-Improve students' computer programming</li> <li>-Familiarizing students with scientific foundation of practical application of research</li> <li>-Advance knowledge in techniques of data collection and analysis</li> </ul> <p>Prepare students for conducting an independent study including finding a topic, formulating research questions, and selecting suitable research methods to answer the questions</p>		
	<b>Prerequisite courses</b>	BA191IU	Quantitative Methods for Finance	3
		BA174IU	Econometrics with Financial Application	3
	<b>BA270IU</b>		<b>Case study in Corporate Finance</b>	<b>3</b>
114	<b>Description</b>	<p>The course presents practical examples and real-world tools used by corporate management (financial managers and CFOs), investment bankers and private equity professionals in financial decision-making in real world. The course is structured around the most important financial decisions in an uncertain environment such as what capital structure to adopt (financing decision); how to value a firm or investment project (investment/valuation decision); how to raise capital in the equity market (IPO decision); whether to return cash and how to return cash to investors (dividend/share repurchase decision); whether a firm should engage in mergers and acquisitions (M&amp;A) activities and how to evaluate and finance a M&amp;A deal; and how to construct and analyze a leveraged buyout (LBO). This course exposes students to some of the most fundamental issues in corporate finance as well as some of the most recent advances and development in the field. It offers students an opportunity to develop expertise in applying theoretical and practical tools of corporate finance to the type of problems that arise in the management of a modern corporation. The course is taught as a mixture of lectures and case study discussions, with case studies involving a hands-on modeling approach by all students</p>		
	<b>Prerequisite courses</b>	BA016IU	Fundamental of Financial Management	3
	<b>BA271IU</b>		<b>Project Finance</b>	<b>3</b>
115	<b>Description</b>	<p>This course equips learners with information and tools to do financial appraisal and optimize decision making. It imparts basic knowledge and competencies required in project appraisal and financial management. Topics include theoretical, practical and case study approaches to the principles surrounding project finance incorporating: the environment surrounding approaches to project finance; the market for project finance; project characteristics; risk analysis and risk management; the role of an advisor in a project finance deal; valuing the project and project cash flow analysis; financing the deal; legal aspects of project finance and; credit risk in project finance transactions.</p>		
	<b>Prerequisite courses</b>	BA016IU	Fundamental of Financial Management	3

116	BA272IU	Workshops on Hospitality Management		2	
	Description	This course offers a series of seminars which enable students to keep abreast of the latest hospitality management issues and interact with experts in the field. The students will be provided with a general understanding of the dynamics of the lodging industry, with emphasis on the management of today's modern hotels and how different functional areas in a hotel communicate and collaborate to achieve total guest satisfaction			
117	BA274IU	Workshops on Business Management		2	
	Description	The course provides students with management experiences in practice so that students gain a better insight into business operations and know what they should prepare to have good internship as well as to join the labor market. This course includes nine presentations made by guest speakers who are either directors/managers or experts who have at least five years of experience. The presentations are scheduled in a systematic and scientific way to allow students to practice what they learn in class and to do teamwork assignments given by guest speakers.			
118	BA275IU	Workshops on Marketing		2	
	Description	This workshop is designed to provide students with practical knowledge and fundamental understanding of account management, business development and customer relationship in agency environment.			
119	BA276IU	Cost Accounting		3	
	Description	This course is based on the knowledge base gained from the management accounting course (BA010IU). The course will require students to apply concepts related to existing topics as well as explore and discuss advanced topics related to practice. After completing this course, students will be able to make management decisions using a variety of tooling patterns, concepts and practices that include topics including harmonic analysis capital, estimation, volatility analysis and cost allocation techniques			
	Prerequisite courses	BA184IU	Financial Accounting	4	
		OR			
		BA005IU	Financial Accounting	3	
OR					
	BA284IU	Financial Accounting II	3		
120	BA277IU	Financial Statement Analysis		3	
	Description	This course is designed to provide students with an understanding of financial reporting information from the perspective of financial report users such as equity investors, borrowers, and financial analysts. main and director. This course focuses on understanding, analyzing and forecasting the financial performance of the company as well as using accounting information to make decisions			
	Prerequisite courses	BA184IU	Financial Accounting	4	
		OR			
		BA005IU	Financial Accounting	3	
OR					
	BA284IU	Financial Accounting II	3		

121	<b>BA278IU</b>	<b>Accounting Control System</b>		<b>3</b>
	<b>Description</b>	Applying principles, theories and definitions of information systems, helping students understand the accounting process and management integrated into the software system in the enterprise organization, in the personal computer system		
	<b>Prerequisite courses</b>	BA184IU	Financial Accounting	4
		OR		
BA005IU		Financial Accounting	3	
OR				
	BA284IU	Financial Accounting II	3	
122	<b>BA279IU</b>	<b>Advanced Financial Reporting and Analysis</b>		<b>3</b>
	<b>Description</b>	This course is designed to provide students with advanced knowledge in financial reporting and analysis of the International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS). ). More specifically, this course focuses on advanced accounting knowledge related to consolidation and merger of business; inter-company investments; accounting of foreign exchange transactions, financial instruments and tax reporting.		
	<b>Prerequisite courses</b>	BA222IU	Management Decisions and Financial Reporting	3
123	<b>BA280IU</b>	<b>Advanced Auditing</b>		<b>3</b>
	<b>Description</b>	This course is designed with topics to equip students with knowledge about the responsibilities and challenges faced by auditors. The content of this course will include discussions on emerging issues that individuals in positions related to monitoring the controls face. Students participating in this course will understand by themselves that there will be basic knowledge of independent audit and internal audit		
	<b>Prerequisite courses</b>	BA057IU	Auditing	3
124	<b>BA281IU</b>	<b>Workshops on Accounting Issues</b>		<b>2</b>
	<b>Description</b>	This workshop will provide students with the opportunity to participate in ongoing work and projects in Accounting and Auditing. During the meeting, invited speakers will present "ongoing works" and "share experiences". It will help students broaden their accounting and auditing knowledge and career opportunities. Finally, students must submit three written reports to assess their understanding of the three topics		
125	<b>BA282IU</b>	BA282WE	<b>Math for Business</b>	<b>4</b>
		BA282UN		
BA282NS				
BA282UH				
<b>Description</b>	The course will provide students with an understanding of fundamental mathematical techniques and methods to business context and management decision making. More specifically, the course will introduce the basic theory and concepts of Calculus, Linear Algebra and Optimization, with applications to management, economics, finance. Included topics are Mathematical Functions, Vectors and Matrices, Differentiation and Integration, Linear Programming			

	<b>BA284IU</b>	<b>Financial Accounting II</b>	<b>3</b>
126	<b>Description</b>	Financial accounting is a mid-level course aimed at exploring intermediate knowledge of accounting that is beneficial for students who want to study bachelor of business. Students will be introduced to how important accounting is in the business environment and how accounting information will be utilized to make it easier to make business decisions	
	<b>Prerequisite courses</b>	BA283IU Financial Accounting I	3
	<b>BT155UH</b>	<b>Biology</b>	<b>4</b>
127	<b>Description</b>	The course introduces the key concepts of biology. Topics ranging from cellular structure and function with emphasis on metabolism and cellular signaling, plant and animal biology to genetics and its application in biotechnology, evolution and biodiversity are all discussed within the context of fundamental principles that pervade all organisms. Techniques and methods important for the study of life are also covered	
	<b>CH009UH</b>	<b>Organic chemistry</b>	<b>3</b>
128	<b>Description</b>	This course is designed for non-chemistry majors, as it is intended for students pursuing a degree in biotechnology. The course is divided into two parts. The first part covers the basic fundamentals of general, organic chemistry and properties of organic compounds as needed to understand the organic chemistry of living cells, analytical chemistry, physiology and biochemistry. The second part focuses on organic chemistry of carbohydrates, lipids, amino acids and nucleic acids	
	<b>EN007IU</b>	<b>Writing AE 1</b>	<b>2</b>
	<b>EN008IU</b>	<b>Listening AE 1</b>	<b>2</b>
129	<b>Description</b>	This course concentrates on academic English listening and writing skills. Strategies for Academic Listening, Note-taking, and Discussion will help the student face the challenges of learning English in an Academic environment. The student will learn to do all the things that successful international college students do – listen actively to lectures, take effective notes, and participate confidently in discussions about the lecture with classmates and the lecturer. While learning these strategies, you will also learn and use common academic vocabulary as well as useful idioms. Writing skills are developed for pre-advanced academic writers. It focuses on composition writing using Writing process, Building Framework, Description, Opinion, Process, Comparison-Contrast, Cause-Effect, Problem-Solution, and Argument. Students will have writing practice in “Real-World Writing” formats	

130	EN011IU		Writing AE2	2
	EN012IU		Speaking AE2	2
	Description	This course concentrates on academic English speaking and writing skills. Speaking subject provides students with the skills to be able prepare and deliver effective formal, structured presentations that are appropriate to the specific environment and audience. Writing subject provides an overview of the organizational format for a research paper and assists students in completing research projects in any content area course by providing assistance in writing effective research papers using a step-by-step process approach. Course content includes the components of a research paper, and techniques of selecting and narrowing topics; writing thesis statements; outlining; locating and documenting sources; taking notes; writing introductions, body paragraphs, and conclusions; and writing rough and final drafts. Students work with projects relating to their content area courses		
Prerequisite courses	EN007IU		Writing AE1	2
	EN008IU		Listening AE1	2
131	MA001IU	MA001AU	Calculus 1	4
		MA001NS		
		MA001WE		
		MA001UH		
	MA001UN	Foundation Mathematics 1		
Description	Calculus plays an important role in the understanding of science, engineering, economics, computer science, etc. This course provides an introduction to differential and integral calculus of functions of one variable and their applications			
132	MA022IU	MA022NS	Calculus 2 (BA)	4
		MA022UH		
		MA022WE		
	Description	This course provides the student with basic knowledge and skills in the mathematical formulation of various disciplines in business administration and financial accountings		
Prerequisite courses	MA001IU		Calculus 1	4
133	PE007IU	PE002NS	World Economic Geography	3
		PE007AU		
	Description	Course provides various dimensions of the world economy geography (WEG) in the age of globalization. In a world, the trend of global trade is increasingly vital, WEG is an imperative for all who wish to know what is happening to their global economy. Course gives the very basic concepts and terms in studying economic geography. In economic aspects, it concerns: the varied ways of people earning, the patterns of human activities to produce, the distributed and consumed good and services, and the geographic framework of world trade and business. The lectures will have an emphasis on geographic changes in the world economy. We will examine the geographic organization of economic activity around the world at different geographical scales (global, regional and local) as well as the relationship between geographic conditions and economic development in different states. Course requires critical thinking on current economic and social problems from a geographic perspective		

134	PE008IU	PE008NS PE009WE	Critical Thinking	3
	Description	Providing fundamental knowledge of critical thinking concepts, which help students to reflect and think independently, logically, and rationally; enhance problem solving, identify, construct and evaluate relevant ideas		
135	PE010IU	PE005AU PE006WE PE010NS PE010UH	Vietnamese History and Culture	3
	Description	Providing the students with basic understanding of the Vietnamese history and culture from historical perspectives, encourage a positive attitude towards Vietnamese Studies as a regional studies, to build up the students' confidence in independent research on Vietnamese history and culture and culture as well as to raise their historical, socio – cultural awareness		
136	PE012IU		Ho Chi Minh's Thoughts	2
	Prerequisite courses	PE011IU	Principles of Marxism	
137	PE013IU		Revolutionary Lines of Vietnamese Communist Party	3
	Description	Revenue management has become an increasing popular subject to be taught in hospitality management programs. This course is designed for hospitality students who are interested in higher level managerial position responsible for the financial performance of a hotel. Topics covered will include a review of the historical development of revenue management, reservation systems, forecasting demand, inventory control, cost analysis, pricing strategy, channel management, and revenue management tactics (i.e., overbook, discount allocation, and demand management.		
	Prerequisite courses	PE011IU	Principles of Marxism	5
138	PE014IU	PE014WE	Environmental Science	3
	Description	To equip undergraduate students with essential knowledge about the environment, natural resources and human ecology and increase general awareness of undergraduate students about possible impacts of human activities on the environment and natural resources in order to justify relevant economic practices		
139	UMCD9W-30-3		Business or Enquiry Project	8
	Description	The aim of the module is to give you the skills to think critically about modern business and management research (BMR), and therefore to be able to use such information more effectively in your future careers.  Throughout this course, you will learn how to interpret and evaluate research, in order to carry out an in-depth examination of a pervasive and contemporary topic in business and management research. These skills are not only useful for critiquing academic research, but also for developing and evaluating any market research or other business information you encounter in your future careers.		



	<b>UMCDFS-30-3</b>	<b>Business Project</b>	<b>4</b>
140	<b>Description</b>	<p>The module will establish a clear framework for undertaking research and provide an overview of the various approaches used in an investigation.</p> <p>Preparations for Business Research:</p> <ul style="list-style-type: none"> <li>Introduction to critical thinking skills</li> <li>Requirements of extended academic writing</li> <li>Business databases and sources of information</li> <li>Introduction to research in social science</li> </ul> <p>Evaluating Business Research</p> <ul style="list-style-type: none"> <li>Definitions of research; types of research; the research process</li> <li>Research paradigms and methodologies</li> <li>Ethical issues in research</li> <li>Literature search and review</li> </ul> <p>The final research report</p> <ul style="list-style-type: none"> <li>Managing project documents &amp; information sources; planning structuring; editing &amp; reviewing</li> <li>Discussion and recommendations</li> </ul>	
	<b>UMCDQ3-15-3</b>	<b>Academic and Professional Development</b>	<b>4</b>
141	<b>Description</b>	<p>This module will equip the student with the necessary knowledge and transferable skills to support their academic study, professional and career development and future employability. The module supports students new to study at UWE to understand, develop, and demonstrate academic skills appropriate to the level of study, including research skills, good academic practice, developing evidence-based arguments and academic reading and writing. In doing so, students will research the graduate labour market appropriate to their career ambitions, whilst exploring key aspects of the critical knowledge, skills and personal attributes that constitute individual employability and will enable them to make well-informed career choice. The module builds upon pre-entry preparation for study that students will be expected to have engaged with prior to the start of the module. This preparatory work will link to aspects of the module assessment and support students as they transition into their UWE programme. As such, the module will form part of an extended induction into final year study at UWE.</p>	
	<b>UMED95-15-3</b>	<b>Sustainable Business</b>	<b>4</b>
142	<b>Description</b>	<p>This module will cover the following topics:</p> <ol style="list-style-type: none"> <li>1. Definitions of sustainability, the triple bottom line: economic, social and environmental sustainability; interactions between social, economic and ecological systems.</li> <li>2. Consequences of present business practices and systems on the achievement of sustainability</li> <li>3. Methods for valuing ecological systems and analysing business behavior</li> <li>4. The role of business in the community; social entrepreneurship; local sustainable communities</li> <li>5. Resource depletion, energy gaps and crises; businesses and energy use</li> <li>6. Governmental responses to environmental changes and the role of business in acting within that context; carbon allowances and trading schemes</li> <li>7. Localism, globalism and business practice</li> <li>8. Future forecasting within global environmental and resource constraints</li> <li>9. Formulating sustainable business strategies</li> </ol>	

143	<p><b>UMKD6Q-15-3</b></p> <p><b>Description</b></p>	<p><b>Global Marketing Management</b></p> <p>The teaching and learning strategy associate with this module is based around a series of lecture and tutorials. Lectures are used to develop a body of knowledge and offer recommendations for further related reading and knowledge development. Tutorial offer the opportunity for critical application of the theory accrued in lectures and private study, primarily through the use of topical and wide-ranging case studies.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:</p> <ul style="list-style-type: none"> <li>Case study analysis</li> <li>Guest lectures covering aspects of global marketing</li> <li>Problem-based challenges</li> </ul>	4
144	<p><b>UMKD6R-15-3</b></p> <p><b>Description</b></p>	<p><b>Marketing Service</b></p> <ol style="list-style-type: none"> <li>1. Understand the distinctive nature of marketing in service contexts (A)</li> <li>2. Explore the theories that underpin and explain these distinctions and how they can be integrated into business strategy (A).</li> <li>3. Understand the range of strategic, tactical and operational tasks for marketers to manage in these contexts, and their effects. (A)</li> <li>4. Demonstrate an ability to synthesise this information, draw conclusions, evaluate options, develop judgements and undertake critical analysis of module concepts and integrated application of various concepts to a practical situation (B)</li> <li>5. Apply a disciplined approach to using appropriate conceptual models and tools to analyse complex business and services marketing problems and to developing solutions (B)</li> <li>6. Manage effective presentation of such analyses and solutions (B)</li> </ol>	4
145	<p><b>UMKDBP-15-3</b></p> <p><b>Description</b></p>	<p><b>Contemporary Issues in Events</b></p> <p>This module wil allow you to explore the relationships between events and a range of contemporary issues in society, culture, politics, economics and the environment. You will have the opportunity to develop your own interests and to focus in-depth on a specific topic of interest through your own personal reading, classroom activities and research. Lectures and workshops will focus on emerging and pervasive issues to deveop understanding of the influences of social trends and forces on events. You will also explore the theoretical approaches of events studies and other disciplines, and assess how these help us understand events.</p> <ul style="list-style-type: none"> <li>Conceptual anad theoretical developments in the events field</li> <li>Mobilities and globalization</li> <li>Events and politics</li> <li>Event spaces and places</li> <li>immersive experiences and co-creation</li> <li>Personal identity and events audiences</li> <li>Gender and sexuality</li> <li>Inequalities and social exclusion</li> <li>Sustainability and the "greening" of events</li> <li>Event futures</li> </ul>	4

146	<b>UMKDR5-15-3</b> <b>Specialized Events Practice</b>	<b>4</b>  Events Management is a diverse practice, with numerous specialisms, some of which students can explore through this practice-orientated final year module. The module allows students to choose from a variety of Events specialisms, which will be updated annually according to emerging specialities and the expertise of faculty staff.  Lectures will focus on building upon the theory learned across previous Events modules, and applying these to the chosen specialism. In tutorials, <u>you</u> will apply these theories and models in the development of an Events plan for an organisation representing your chosen specialism.  In this module you will cover: <ul style="list-style-type: none"> <li>At least one chosen specialism, from the selection available in that academic year</li> <li>Typical examples may include events in the community, safety and security of events, and event sustainability.</li> <li>Alternative events theory and contextualised factors relevant to the specialised area, and critical evaluation of these</li> <li>The range of events theories, tools and techniques encountered across your degree, bringing them together in this capstone module, where appropriate</li> <li>Events Management strategy, tools and techniques</li> </ul>	4
147	<b>UMKDR7-15-3</b> <b>Corporate Events</b>	 Business-to-business events are now a multi billion dollar industry worldwide, with around 1.3 million meetings held in the UK each year. This ever-increasing corporate industry has solidified itself as an essential area within Events Management both practically and theoretically. Employers often use the services of specific corporate event planners to oversee the process of event organization from conception to completion  This module will cover: <ul style="list-style-type: none"> <li>Corporate PR principles and theory</li> <li>Corporate communications techniques, skills, and approaches</li> <li>Seminar, meeting and conference planning</li> <li>Corporate event objectives</li> <li>Delegate requirements</li> <li>Venue sourcing</li> </ul>	4
148	<b>UMOD68-30-3</b> <b>Managing Organizational and Individual Change</b>	 The module explores the theory and practice of change at the level of the organization, group and individual and their interdependencies. A personal and professional development strand looks at the notions of organizational citizenship and resilience and the need for personal change to achieve preferred futures.  In addition to this the module serves an integrative function in drawing together strands of learning from the module and the program more widely through an integrative, problem-based project, which could be through an integrative case or simulation.	8

149	Description	UMODML-15-3	Managing Organizational Change	4
		<p>This module will introduce you to the people aspects of ethical and sustainable organizational change that impact of these on change processes and outcomes in local and global business or public sector settings. You will explore the theory and practice of change at the level of the organization will cover topics such as those indicated in the list below:</p> <ul style="list-style-type: none"> <li>Understanding and Critically Reflecting on individual change</li> <li>Communication and Resistance</li> <li>Planning Approaches</li> <li>Process Approaches</li> <li>Organization Development and Learning Approaches</li> <li>Leading change</li> <li>Changing Organizational Structures and Systems</li> <li>Managing Organizational Culture Change</li> <li>Organizational Creativity and Innovation</li> </ul> <p>The module adopts experiential and enquiry-based approaches to learning and includes a combination of class-based activity, group-based activity and independent study. The taught sessions are designed to actively support the development of independent learning strategies by the students embedding student engagement and challenge throughout.</p>		
150	Description	UMPD7F-15-3	Human Resource Development and Knowledge Management	4
		<p>Module delivery is based on 3 hours of schedule learning and teaching activities per teaching week. This contact time will be a combination of lectures and workshops, which will be partially student-led. These workshops will provide opportunities for in-class preparation for assessment and formative feedback. This pattern of delivery will be supported by electronic means, including an online discussion forum and extensive use of VLE</p> <p>Extensive use will be made of Blackboard for guided independent study work; to support student's learning; to facilitate interactions between students e.g. for group project work. Students will also be directed towards the University Library only Study Skills Resources for the development of skills appropriate to the level and style of the module. In addition a number of e-learning resources will also be used.</p> <p>You will cover:</p> <ul style="list-style-type: none"> <li>From Training to Learning: Defining Human Resource Development</li> <li>Individual learning theories and styles</li> <li>Strategic HRD: Learning organizations and organizational learning</li> <li>Assessing HRD Needs</li> <li>Designing, Delivering and Evaluating HRD Interventions</li> <li>Continuous Professional Development and Management Development</li> <li>E-Learning</li> <li>Knowledge as an Organizational Asset</li> <li>Managing Organizational Knowledge and Knowledge Workers</li> </ul>		

151	<p><b>UMPD7G-15-3</b></p> <p><b>International Human Resource Management</b></p> <p><b>4</b></p>	<p>The module aims to provide students with a clear understanding of the context, strategies and issues of international human resource management. By the end of the module you should be able to understand, critically assess and should be able to understand, critically assess theoretical debates in the field of IHRM and comprehend the HRM issues and problems arising from the internationalization of business.</p> <p>Using academic articles, case studies and other materials, you will be looking at a range of current issues in IHRM. The module draws upon learning from across your study while here at UWE, including Employment Relations, Law and Equality at Work, and Managing People, Law and Equality at Work, and Managing People, as well as modules such as Strategic Management. This is an Integrative Module which will enable you to develop the skills to effectively formulate and implement HR strategy for the achievement of organizational goals.</p>
152	<p><b>UMPDJC-30-3</b></p> <p><b>Strategy and Human Resource Management</b></p> <p><b>4</b></p>	<p>This module explores how strategic human resource management supports long-term business goals and outcomes within organizations. Using a range of case studies and other materials, the module will examine the evolving nature of work and how HR strategies, such as reward or performance, are integrated into the overall business strategy.</p> <p>Topics covered include:</p> <ul style="list-style-type: none"> <li>The Theory and Practice of HR</li> <li>Changing Contexts of Organizations</li> <li>Models of Strategic Human Resource Management</li> <li>The HR Casual chain</li> <li>Human Resource Roles: How HR is delivered</li> <li>HR as an Agent of Culture Change</li> <li>Changing Technologies and E-HRM</li> <li>The Role of Line Managers</li> <li>Diagnostics and HR Planning</li> <li>Strategic Recruitment and Selection</li> <li>Strategic Performance Management</li> <li>Investigative Skills and Influencing Behavior</li> <li>Strategic Reward Management</li> <li>Human Resource Metrics and Measurements</li> <li>Contemporary Issues in Strategic HRM</li> <li>Professionalism in HRM</li> <li>Self-Management, Self-Awareness and Personal Change</li> <li>Ethics and Sustainability in HRM</li> </ul>

	<b>UMPDMV-15-3</b>	<b>Managing Organizational Performance</b>	<b>4</b>
153	<b>Description</b>	<p>This module will provide students with an introduction to basic theoretical frameworks which examine the link between HRM and performance. In particular, the module aims to give students the opportunity make the link between performance and organizational effectiveness. Students will explore the cornerstones of performance management in practice with a particular focus on the devolution of performance management to line managers.</p> <p>The syllabus will cover the following:</p> <ul style="list-style-type: none"> <li>The context of performance management</li> <li>Performance management systems (including induction, performance reviews, feedback and support)</li> <li>The role of line managers and HR professionals in managing performance</li> <li>Employee engagement</li> <li>Rewarding performance</li> <li>Employee wellbeing</li> <li>Integrating learning and performance</li> <li>Handling under performance</li> </ul>	
	<b>UMSD7T-15-3</b>	<b>Strategic Management</b>	<b>4</b>
154	<b>Description</b>	<p>This module introduces the concept of strategy and strategic thinking (including how to approach a case analysis). The strategic directions include: values and mission, social responsibility, sustainability, and ethical leadership. The external and industry analysis will show the industrial organization perspective. In addition, this module also looks at business and generic strategies through innovation, networks and alliances both in corporate and global levels</p>	
	<b>UMSD87-15-3</b>	<b>Business Innovation and Growth</b>	<b>4</b>
155	<b>Description</b>	<p>This module will introduce you to the fundamentals of business, Innovation and Growth, what they are, why they are important particularly to SMEs. Our aim is to increase your knowledge and understanding of these concepts and the theories that surround them, to provide you with some subject specific and transferable skills. We will expose you to a range of academic material, real life business case studies and practitioners. This will be supported by exercises that aim to assist in questioning and evaluating key leadership and growth issues in SMEs and developing abilities to think critically and creatively.</p>	

156	<p><b>Description</b></p>	<p><b>UMSDMK-15-3</b>      <b>Integrated Business Management Simulation</b></p> <p>This module serves a capstone function in drawing together strands of learning from the module and the programme more widely through an integrative, problem-based project. Key aspects of the syllabus are:</p> <ul style="list-style-type: none"> <li>Participating as part of a team in a business project requires application of learning from across the students' programme of study</li> <li>Initiating, scoping and setting up a simulated business project</li> <li>Evaluating, making and implementing strategic decisions</li> <li>Reflecting on project and team processes as well as outcomes</li> <li>Developing self-management and active organizational citizenship</li> <li>Developing resilience to cope with unexpected challenges/ uncertainty in managing within a team context.</li> <li>Developing understanding of the interrelationship of organization theory and organizational practice.</li> <li>Exploring the concept of personal resilience and develop reflexive self-awareness.</li> <li>Personal change and preferred futures.</li> </ul>	4
157	<p><b>Description</b></p>	<p><b>UMSDQ5-15-3</b>      <b>Business Strategy</b></p> <p>The aim of this module is for students to develop a critical understanding of business strategy theory and the application of key tools and frameworks needed to develop/evaluate an organization's strategy. Topic areas will include sources of competitive advantage, global strategy, strategic innovation and the link between strategy and social responsibility. A focus of the module will be on equipping students to make use of theory in ambiguous situations and hence emphasis will be placed on helping students apply the tools and techniques covered.</p>	4